

Cambridge IGCSE[™]

CANDIDATE NAME					
CENTRE NUMBER			CANDIDATE NUMBER		



ENTERPRISE 0454/12

Paper 1 October/November 2022

1 hour 30 minutes

You must answer on the question paper.

You will need: Insert (enclosed)

INSTRUCTIONS

- Answer all questions.
- Use a black or dark blue pen. You may use an HB pencil for any diagrams or graphs.
- Write your name, centre number and candidate number in the boxes at the top of the page.
- Write your answer to each question in the space provided.
- Do not use an erasable pen or correction fluid.
- Do not write on any bar codes.

INFORMATION

- The total mark for this paper is 100.
- The number of marks for each question or part question is shown in brackets [].
- You should have received a copy of the case study before the examination. A copy of the case study is
 provided with this question paper as an insert.

Section A

Answer all questions.

1	Pep	Pepijn opened a bakery shop enterprise after completing his catering course.							
	(a)	Def	ine the term <i>business enterprise</i> .						
	(b)	Des	scribe the type of business organisation of Pepijn's bakery shop enterprise.	[۷]					
	(c)	(i)	Explain one suitable objective for Pepijn's bakery shop enterprise.						
				[3]					
		(ii)	Explain one other possible objective of an enterprise.						
				[2]					

[Total: 10]

2

Pep	olin and Anke completed some market research.	
(a)	State three methods of secondary research.	
	1	
	2	
	3	
		[3]
(b)	Explain the difference between <i>primary research</i> and <i>secondary research</i> .	
		[2]
(c)	Explain one benefit to Pepijn of completing market research by using a questionnaire.	
		[2]
(d)	Explain how one piece of market research assisted decision making in your enterpring	rise
	project. Use an example to support your answer.	
		[3]
	[Total:	10]

3	The	re are legal and ethical issues to consider when operating an enterprise.
	(a)	State two legal obligations when marketing and selling food products such as cakes.
		1
		2
	<i>(</i> 1.)	
	(b)	Explain one consequence to Pepijn's bakery shop enterprise of ignoring laws and regulations.
	, ,	[3]
	(c)	Define the term <i>ethics</i> .
		[2]
	(d)	Explain one way Pepijn could act ethically in his bakery shop enterprise. Use an example to support your answer.
		[3]
		[Total: 10]

4

	oijn thought that he would need to purchase a computer and pay for a website to be designed be able to accept online orders.
(a)	Calculate the number of deliveries that Pepijn must make to break even when setting up the website. Show your working.
	Number of deliveries =
(b)	Number of deliveries =
	Source of finance
	Explanation
	[3]
(c)	Explain one suitable source of finance that could be used by Pepijn to pay for the fuel.
	Source of finance Explanation
	[3]
	[Total: 10]

5

Pep	ijn communicated with different stakeholders.
(a)	Explain two suitable methods of communication Pepijn could use to communicate with Anke.
	Method 1
	Reason why suitable
	[2]
	Method 2
	Reason why suitable
	[2]
(b)	Explain one method of marketing communication that could be suitable for Pepijn's bakery, other than those mentioned in Fig. 1.
	[3]

Explain how non-verbal communication either positively or negatively affected you enterprise project. Use an example to support your answer.
[3
[Total: 10

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Section B

Answer all questions.

- 6 (a) Enterprising people have many skills. These may include:
 - delegation
 - innovation
 - perseverance
 - practical skills.

Analyse how Pepijn used two of the skills listed above in his bakery shop enterprise. Use examples from the case study to support your answer.
[10]

- **(b)** Pepijn thought that there could be two possible solutions to the problem of falling sales:
 - 1. start a new marketing campaign
 - 2. organise a delivery service for customers who have placed telephone orders.

Evaluate which is the better option to ensure the future success of Pepijn's bakery shop enterprise. You should consider the advantages and disadvantages of each option in your answer.

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Now consider your enterprise project.

(a)	Analyse the success or failure of your enterprise project in meeting the needs and wants of its customers. Use examples to support your answer.
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(b) The negotiation process involves three stages. Two of these are:
planning
conducting.

Evaluate the importance of the planning and conducting stages to the successful outcome of the negotiation completed in your enterprise project . Use examples to support your answer.

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		[15]

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